

**In the Claims:**

1. (Currently Amended) A computer system configured to integrate advertising within Web content requested by users, comprising:

an advertisement server that hosts advertisements in a text-based format;

a text-to-speech transcoder, comprising:

means for converting Web content from a text-based format to an audio format;

and

means for serving Web content in an audio format to a user client device via a telephone link with the user client device; and

a Web server that hosts Web content in a text-based format, comprising:

means, responsive to a user request via the client device for Web content, for retrieving an advertisement from the advertisement server, in response to the subject matter of the Web content;

means for inserting the retrieved advertisement within the user requested Web content; and

means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format and subsequent delivery to the user client device.

2. (Original) The computer system of claim 1, wherein the advertisement server comprises means for selecting advertisements for insertion within user-requested Web content in response to a user request for Web content.

3. (Original) The computer system of claim 2, wherein the means for selecting advertisements for insertion within user-requested Web content comprises means for retrieving advertisements having a format and size compatible with user-requested Web content when the Web content is converted to an audio format.

4. (Original) The computer system of claim 3, wherein the means for selecting advertisements having a format and size compatible with user-requested Web content comprises means for retrieving an advertisement having a predetermined time length when delivered in an audio format.

5. (Original) The computer system of claim 1, wherein the text-based format comprises voice extensible markup language (VXML) format.

6. (Original) The computer system of claim 1, wherein the advertisement server further comprises means for storing information associated with serving an advertisement to a user.

7. (Original) The computer system of claim 1, wherein the advertisement server further comprises means for determining if a user listened to an advertisement in its entirety.

8. (Original) The computer system of claim 1, wherein the advertisement server further comprises means for determining how many times a user listened to an advertisement.

9. (Currently Amended) A computer system configured to integrate interactive advertising within Web content requested by users, comprising:

an advertisement server that hosts advertisements in a text-based format, wherein the advertisements are interactive when converted to an audio format;

a text-to-speech transcoder, comprising:

means for converting Web content from a text-based format to an audio format;

means for serving Web content in an audio format to a user client device via a telephone link with the user client device; and

means for notifying the advertisement server of user interaction with an advertisement; and

a Web server that hosts Web content in a text-based format, comprising:

means, responsive to a user request via the client device for Web content, for retrieving an advertisement from the advertisement server in response to the subject matter of the Web content;

means for inserting the retrieved advertisement within the user requested Web content; and

means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format and subsequent delivery to the user client device.

10. (Original) The computer system of claim 9, wherein the text-to-speech transcoder further comprises:

means for retrieving additional information associated with an advertisement in response to user interaction with the advertisement; and

means for delivering the additional information to the user client device in an audio format.

11. (Original) The computer system of claim 9, wherein the text-to-speech transcoder further comprises:

means for recognizing one or more key words spoken by the user during delivery of an advertisement; and

means for redirecting the user client device to additional audio content associated with the advertisement in response to recognition of one or more key words spoken by the user.

12. (Original) The computer system of claim 10, wherein the means for retrieving additional information associated with an advertisement in response to user interaction with the advertisement comprises means for retrieving additional information from the advertisement server.

13. (Original) The computer system of claim 9, wherein the advertisement server comprises means for selecting advertisements for insertion within user-requested Web content in response to a user request for Web content.

14. (Original) The computer system of claim 13, wherein the means for selecting advertisements for insertion within user-requested Web content comprises means for retrieving advertisements having a format and size compatible with user-requested Web content when the Web content is converted to an audio format.

15. (Original) The computer system of claim 14, wherein the means for selecting advertisements having a format and size compatible with user-requested Web content comprises means for retrieving an advertisement having a predetermined time length when delivered in an audio format.

16. (Original) The computer system of claim 9, wherein the text-based format comprises voice extensible markup language (VXML) format.

17. (Original) The computer system of claim 9, wherein the advertisement server further comprises means for storing information associated with user interaction with an advertisement.

18. (Original) The computer system of claim 9, wherein the advertisement server further comprises means for determining if a user listened to an advertisement in its entirety.

19. (Original) The computer system of claim 9, wherein the advertisement server further comprises means for determining how many times a user listened to an advertisement.

20. (Currently Amended) A method of integrating advertising within Web content requested by users, comprising:

retrieving an advertisement from an advertisement server, in response to the subject matter of the Web content and in response to a user request for Web content received by a Web server from a client device, wherein the Web content and advertisement have a text-based format;  
inserting the retrieved advertisement within the user requested Web content;  
forwarding the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format;  
converting the Web content and advertisement from a text-based format to an audio format; and  
serving the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device.

21. (Original) The method of claim 20, wherein retrieving an advertisement from an advertisement server comprises retrieving advertisements having a format and size compatible with the user-requested Web content when the Web content is converted to an audio format.

22. (Original) The method of claim 21, wherein selecting advertisements having a format and size compatible with user-requested Web content comprises retrieving an advertisement having a predetermined time length when delivered in an audio format.

23. (Original) The method of claim 20, wherein the text-based format comprises voice extensible markup language (VXML) format.

24. (Original) The method of claim 20, further comprising storing information associated with serving the advertisement to the user.

25. (Original) The method of claim 20, further comprising determining if a user listened to the advertisement in its entirety.

26. (Original) The method of claim 20, further comprising determining how many times the user listened to the advertisement.

27. (Currently Amended) A method of integrating interactive advertising within Web content requested by users, comprising:

retrieving an advertisement from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format, and wherein the advertisement is configured to be interactive when converted to an audio format;

inserting the retrieved advertisement within the user requested Web content;

forwarding the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format;

converting the Web content and advertisement from a text-based format to an audio format;

serving the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device; and

notifying the advertisement server of user interaction with the advertisement.

28. (Original) The method of claim 27, further comprising  
retrieving additional information associated with the advertisement in response to user interaction with the advertisement; and

delivering the additional information to the user client device in an audio format.

29. (Original) The method of claim 27, further comprising:  
recognizing one or more key words spoken by the user during delivery of the advertisement; and

redirecting the user client device to additional Web content associated with the advertisement in response to recognition of one or more key words spoken by the user.

30. (Original) The method of claim 28, wherein retrieving additional information associated with the advertisement in response to user interaction with the advertisement comprises retrieving additional information from the advertisement server.

31. (Original) The method of claim 27, wherein the advertisement server comprises means for selecting advertisements for insertion within user-requested Web content in response to a user request for Web content.

32. (Original) The method of claim 27, wherein retrieving an advertisement from an advertisement server comprises retrieving advertisements having a format and size compatible with the user-requested Web content when the Web content is converted to an audio format.

33. (Original) The method of claim 32, wherein selecting advertisements having a format and size compatible with user-requested Web content comprises retrieving an advertisement having a predetermined time length when delivered in an audio format.

34. (Original) The method of claim 27, wherein the text-based format comprises voice extensible markup language (VXML) format.

35. (Original) The method of claim 27, further comprising storing information associated with serving the advertisement to the user.

36. (Original) The method of claim 27, further comprising storing information associated with user interaction with the advertisement.

37. (Original) The method of claim 27, further comprising determining if a user listened to the advertisement in its entirety.

38. (Original) The method of claim 27, further comprising determining how many times the user listened to the advertisement.

39. (Currently Amended) A computer program product that integrates advertising within Web content requested by users, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that is configured to retrieve an advertisement from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format;

computer readable program code that is configured to insert the retrieved advertisement within the user requested Web content;

computer readable program code that is configured to forward the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format;

computer readable program code that is configured to convert the Web content and advertisement from a text-based format to an audio format; and

computer readable program code that is configured to serve the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device.

40. (Original) The computer program product of claim 39, wherein the computer readable program code that is configured to retrieve an advertisement from an advertisement server comprises computer readable program code that is configured to retrieve advertisements having a format and size compatible with the user-requested Web content when the Web content is converted to an audio format.

41. (Original) The computer program product of claim 40, wherein the computer readable program code that is configured to select advertisements having a format and size compatible with user-requested Web content comprises computer readable program code that is



configured to retrieve an advertisement having a predetermined time length when delivered in an audio format.

42. (Original) The computer program product of claim 39, wherein the text-based format comprises voice extensible markup language (VXML) format.

43. (Original) The computer program product of claim 39, further comprising computer readable program code that is configured to store information associated with serving the advertisement to the user.

44. (Original) The computer program product of claim 39, further comprising computer readable program code that is configured to determine if a user listened to the advertisement in its entirety.

45. (Original) The computer program product of claim 39, further comprising computer readable program code that is configured to determine how many times the user listened to the advertisement.

46. (Currently Amended) A computer program product that integrates interactive advertising within Web content requested by users, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that is configured to retrieve an advertisement from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format, and wherein the advertisement is configured to be interactive when converted to an audio format;

computer readable program code that is configured to insert the retrieved advertisement within the user requested Web content;

computer readable program code that is configured to forward the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format;

computer readable program code that is configured to convert the Web content and advertisement from a text-based format to an audio format;

computer readable program code that is configured to serve the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device; and

computer readable program code that is configured to notify the advertisement server of user interaction with the advertisement.

47. (Original) The computer program product of claim 46, further comprising computer readable program code that is configured to retrieve additional information associated with the advertisement in response to user interaction with the advertisement; and

computer readable program code that is configured to deliver the additional information to the user client device in an audio format.

48. (Original) The computer program product of claim 46, further comprising: computer readable program code that is configured to recognize one or more key words spoken by the user during delivery of the advertisement; and

computer readable program code that is configured to redirect the user client device to additional Web content associated with the advertisement in response to recognition of one or more key words spoken by the user.

49. (Original) The computer program product of claim 47, wherein the computer readable program code that is configured to retrieve additional information associated with the advertisement in response to user interaction with the advertisement comprises computer readable program code that is configured to retrieves additional information from the advertisement server.

50. (Original) The computer program product of claim 46, wherein the computer readable program code that is configured to retrieve an advertisement from an advertisement server comprises computer readable program code that is configured to retrieve advertisements having a format and size compatible with the user-requested Web content when the Web content is converted to an audio format.

51. (Original) The computer program product of claim 50, wherein the computer readable program code that is configured to select advertisements having a format and size compatible with user-requested Web content comprises computer readable program code that is configured to retrieve an advertisement having a predetermined time length when delivered in an audio format.

52. (Original) The computer program product of claim 50, wherein the text-based format comprises voice extensible markup language (VXML) format.

53. (Original) The computer program product of claim 46, further comprising computer readable program code that is configured to store information associated with serving the advertisement to the user.

54. (Original) The computer program product of claim 46, further comprising computer readable program code that is configured to store information associated with user interaction with the advertisement.

55. (Original) The computer program product of claim 46, further comprising computer readable program code that is configured to determine if a user listened to the advertisement in its entirety.

56. (Original) The computer program product of claim 46, further comprising computer readable program code that is configured to determine how many times the user listened to the advertisement.

57. (Currently Amended) An advertising server that integrates interactive advertising within Web content requested by users, comprising:

means for selecting an advertisement for insertion within Web content, in response to the subject matter of the Web content, requested by a user via a client device in communication with a Web server, wherein the advertisement has a text-based format and is configured to be interactive when converted to an audio format;

means for forwarding the selected advertisement to the Web server for insertion within the Web content requested by the user;

means for receiving notification from a text-to-speech transcoder that the selected advertisement has been delivered to the user client device in an audio format; and

means for storing information associated with delivery of the advertisement to the user client device.

58. (Original) The advertisement server of claim 57, further comprising means for storing information associated with user interaction with the advertisement.

59. (Original) The advertisement server of claim 57, further comprising means for providing additional information associated with the advertisement to the user client device in response to user interaction with the advertisement.

60. (Original) The advertisement server of claim 57, wherein the means for selecting an advertisement for insertion within Web content comprises means for retrieving advertisements having a format and size compatible with the user-requested Web content when the Web content is converted to an audio format.

61. (Original) The advertisement server of claim 60, wherein the means for retrieving advertisements having a format and size compatible with the user-requested Web content comprises means for retrieving advertisements having a predetermined time length when delivered in an audio format.

62. (Original) The advertisement server of claim 57, wherein the text-based format comprises voice extensible markup language (VXML) format.